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Sim Flinders, who has been living at home by himself for the past mouth, while his family has been visiting his and Paris shows at the edd of the wife's folks on Masket Ridge, writes from your that 200 rather were anales, 1210 casespages were carried and the her today that he has gwept the hearth,



The Battery Service Station Of El Paso We are Automobile Electricians of the highest grade. Bring year electrical traubles to as.

WESTERN BATTERY AND MAGNETO CO. Missouri and Kansas-Tel. 322

BILES

OUTS

of Elmira, N. Y., as follows:

"You are no doubt waiting to hear from me concerning our Ocean to Ocean trip across the Continent. We arrived at Redlands. Calif., with three of the four original tires containing the air supplied from your garage in Syracuse. I must state that I believe the SYRA CORD TIRES to be the best that I have ever used. The stone piles, rocks, etc., that we traversed, and which are called roads, would make you wonder how any tire could withstand ten miles of travel instead of 3500 miles. At least onethird of the distance from Syracuse, N. Y., to Redlands is next to impassable. We broke many springs, but the SYRA CORD TIRES showed up wonderfully well, and we arrived at Redlands with the same air in three of the tires. They showed but little effects of wear and were seen by many people who expressed admiration at their wonderful performance. I will further say that a number of them have expressed a desire to communicate with you with the purpose in view of securing the agency of so good a tire. (Signed) H. D. HEMENWAY.

A large Pierce Arrow car was equipped with undersized 35x5s, the original equipment calling for 36x51/2s. Within three months the car has covered 13,000 miles. One tire wore out between 14,000 and 15,000 miles.

Another has gone 15,000 miles and just beginning to wear through.

The third has gone the same number of miles and not shown wear to any extent.

The fourth fire was lost down a deep gully; the Pierce rim became unlocked, allowing the tire to work off.

When you stop to consider, undersized tires, being submitted to terrific punishment by a large "66 Pierce" this is phenomenal mileage.

TO DEALERS

We have open territory throughout Arizona, New Mexico, Western Mexico and Old Mexico, to dealers, distributors and others of responsibility. Our Motto is "NOT HOW CHEAP, BUT HOW GOOD." Our discounts to dealers is attractive, and the advertising campaign that is being inaugurated by the Syracuse Rubber Company, nationally, as well as locally in dealers' territory will materially aid you in securing a large share of the tire business existing.

Would further add that the tire is massive and beautiful in appearance—carrying a universal tread, giving case in steering and at all times a perfect non-akid, when called upon in this respect. They add a touch of refinement to any car. They are constructed of the best material possible to obtain, and under the supervision of "Cord Tire Specialists," REPLACEMENTS ARE MADE ON A BASIS OF 10,000 MILES, dealers being granted authority to make the necessary adjustments for which the factory allows liberal discounts to cover their efforts in this circums. Road signs are erected for our distributors free of charge. Maintenance is also free. Rentals shared on a 50x50 basis with the distributors and manufacturers. Road signs of a special copyrighted design are erected at any desired point on roads or highways. Contracts have been entered into to construct these road signs throughout the United States. They are of a very unusual and striking design, and will attract atten-

A large red arrow 50 feet wide and 20 feet high, passing through an immense SYRA CORD, pointing the way and the mileage to the nearest town. Metal signs, window transfers of the same design, making the red arrow the symbol of SYRA CORD everywhere, most prominent. Tire and tube folders, letterheads, envelopes, counter displays, wall hangers and flange signs supplied free. In addition to the above, a large number of sales letters for distribution to consumers will be supplied free, and will be supplied in multigraph form. They are tested sales letters that are bringing results wherever used.

In conclusion we desire to say, that 1921 bids fair to be a banner year in the tire business; undependable tires will be relegated to the rear and consumers as well as users have learned that honest competition will win in the end. Value is what is demanded and that is what SYRA CORDS

> Only parties of responsibility and with good records will be considered as agents or representatives, pa

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mind as it did some other fellows who werked all the time and looked ning just on Sundays.

Yam Sime has been having brouble with his mule here of late. Slim Pickens anya Yam ought to stabilism his mule.

Sim Filnders, who has been living at Sim Filnders, who has been living at trouble, hence his purchase.





AUTO-GRAPHS



EXPERT WELDING Of --

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